



**AN INTRODUCTION  
TO BAKER...**





## By way of Introduction

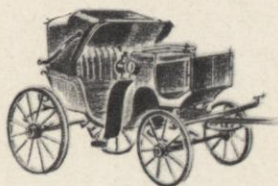
During its 100-year history, Baker has grown from a one-man carriage shop to a leading manufacturer of industrial trucks with customers throughout the world.

We are proud of the facilities and equipment we have today that make it possible for us to take advantage of mass production techniques—and at the same time honor our century-old tradition of custom quality.

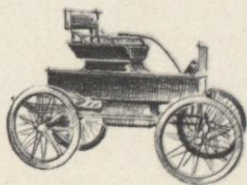
Manufacture of materials handling equipment has taken on new importance during the last decade. Not only is it essential to high-volume production, but it offers one of the few remaining possibilities to keep manufacturing costs down in the face of steadily rising labor and material charges. The result is that the industrial truck, as a basic handling tool, has become as important in modern industry as production machinery.

We hope this booklet will help you understand our enthusiasm about Baker products and the role they play in industry today.

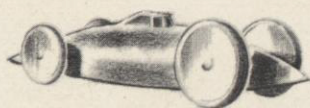
*were Old timers with young Ideas!*



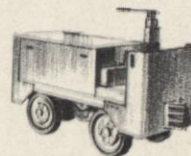
1853: Jacob Rauch opened his wagon shop and later, with Charles Lang, produced custom coaches and fine electric automobiles.



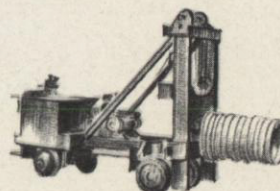
1898: A pioneer in the auto industry, the Baker Motor Vehicle Co. was founded and manufactured this electric runabout.



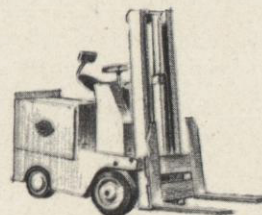
1902: Walter C. Baker engineered and drove his electric "Torpedo" to a 104 mph speed record, receiving world-wide attention.



1915: Rauch and Lang craftsmanship and Baker engineering skill merged to form Baker-Raulang Co., building industrial trucks.



1923: Baker designed and produced the first ram truck for industry, forerunner of the modern industrial fork lift truck.



1952: Baker's 2000-lb. capacity Model FS fork truck—an end product of skills developed over a century.





## *An Idea*

"Ingenuity"—the ability to combine sound engineering theory with imagination and ingenuity—is behind every truck design idea taken before our Design Planning Board. Baker Sales engineers toss new ideas to the Board, which then comes up with . . .



## *A Blueprint*

in the blueprint stage, every feature of a new truck and attachment design is examined and discussed to determine its workability and its need in industry. Every innovation in design is thoroughly pretested before Production is asked to turn out . . .



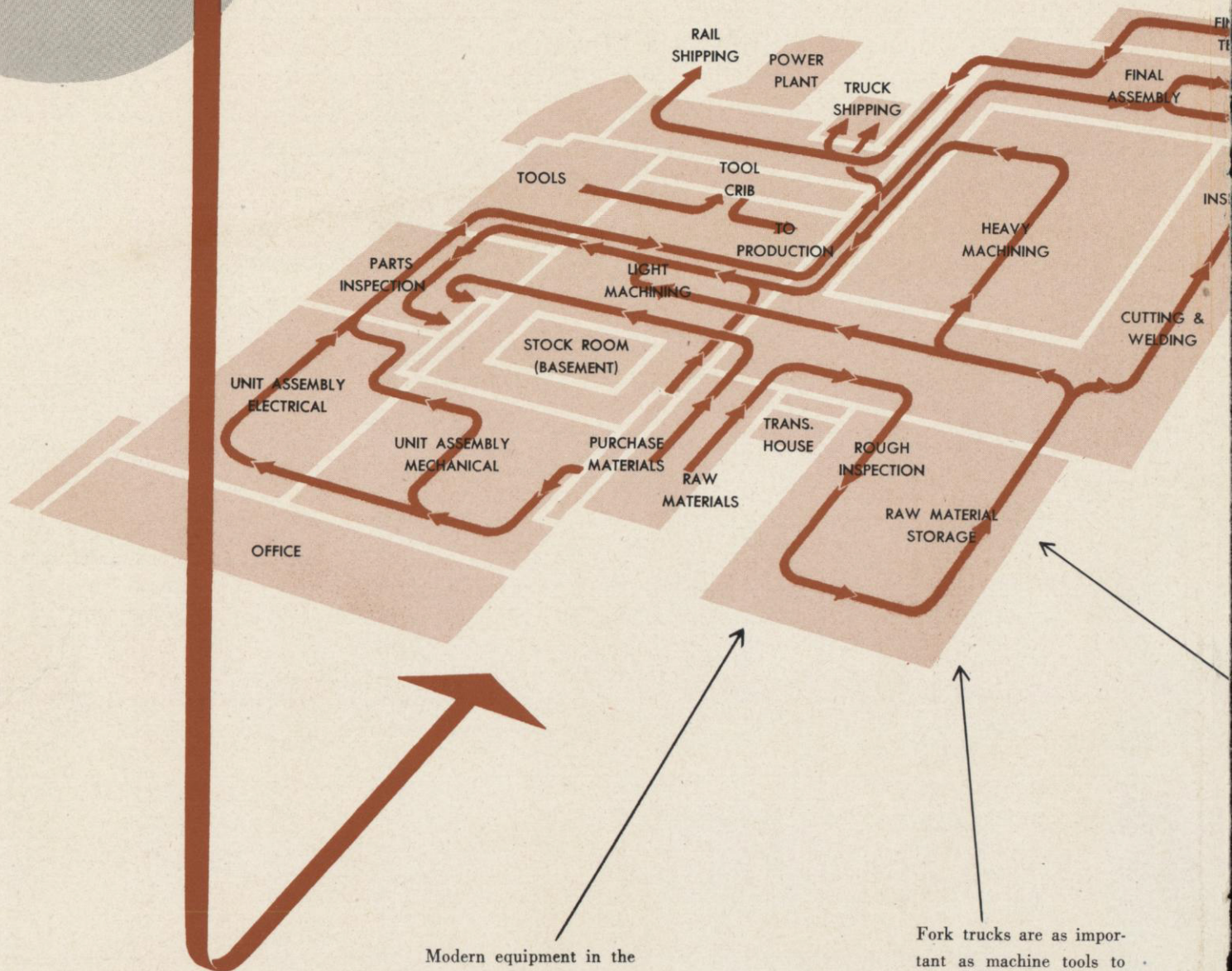
## *A Product*

The pilot model of a new Baker is just one step away from mass production. But it's a long step. Between the "pilot" and the assembly line are weeks of rugged testing under operating conditions. Only after passing these tests is the new model put into quantity production. By that time we know it's the best truck we're able to produce.



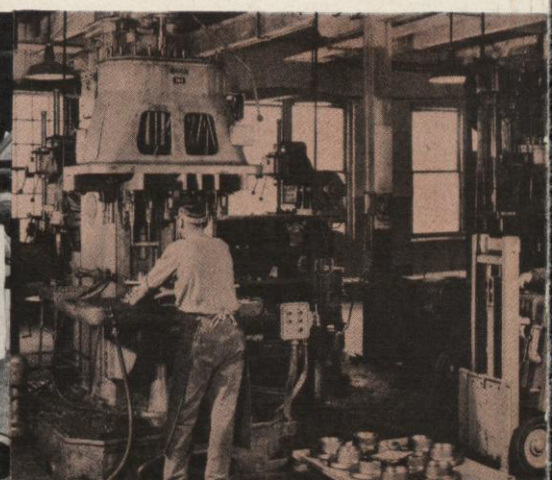
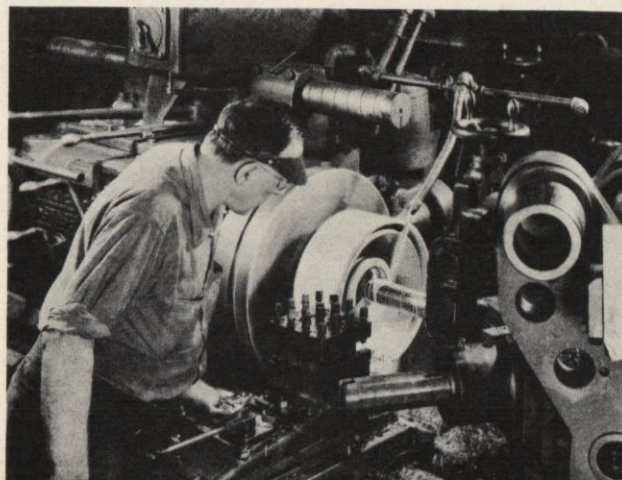
*How*

# BAKER TRUCKS ARE MADE



Modern equipment in the hands of veteran craftsmen make a hard-to-beat production combination.

Fork trucks are as important as machine tools to production schedules. A fleet of 20 trucks handles all types of handling jobs.



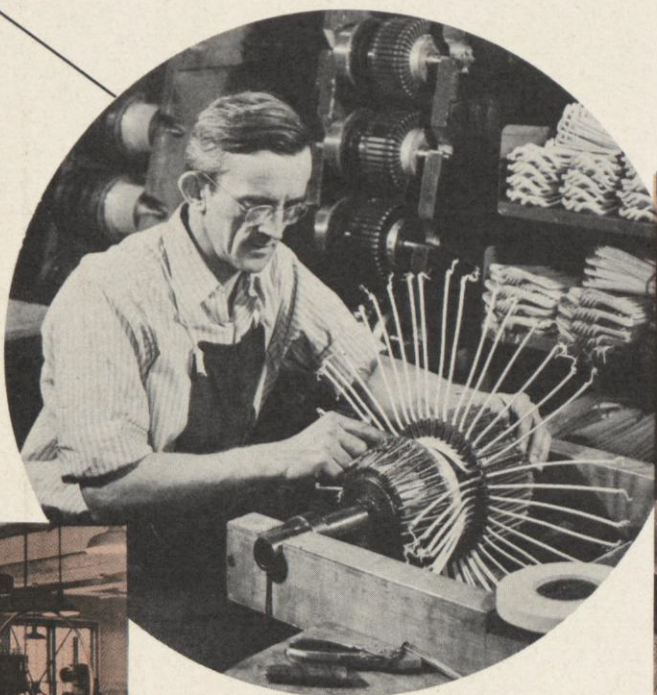


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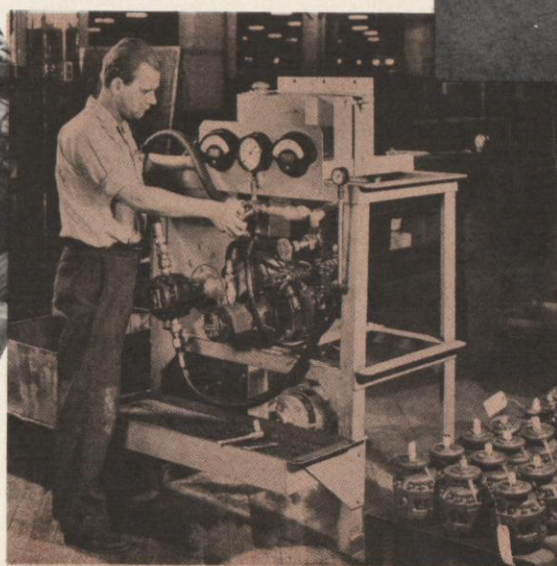
Though quality is built in at every step of Baker truck's production, newly finished units are thoroughly final-tested.



Assembly line technique is combined with custom-care in the final fork truck assembly department.



Baker motors contain 30% more copper than any other industrial truck motor. We build our own for practically every model truck.



Hydraulic cylinders, valves and pumps are tested at pressures far exceeding operating requirements.





where

## BAKER TRUCKS ARE USED



Warehouse operations of all kinds save space and labor by using Baker industrial trucks to haul and tier merchandise right to the rafters. Since warehousing is 90% handling—they are indispensable tools.

Manufacturers of every description use Baker trucks for receiving, shipping, storage and in-process handling work. Mechanized handling means faster, safer, and more efficient production. Maintenance chores, too, are made easier by the versatile fork truck.

Where are Baker fork trucks used? Just about everywhere. Not only in manufacturing and distribution operations, but utilities, transportation companies, the armed forces, and related activities. Baker users include leaders in every major industry. Baker trucks tackle every conceivable truck-handling assignment. They are as vital to modern manufacturing as the lathe, as essential to distribution as a street truck.

who uses

## BAKER TRUCKS

Baker's customer roster reads like a gilt-edge directory of American industry. A long list of the country's leading manufacturers, wholesalers and processors have been steady Baker users since our

early days in the industrial truck business. Many of these customers are still using the Bakers they bought 20 years ago; and they tell us these trucks are as dependable today as the day they were installed.

Here is a partial list of familiar names now using Baker equipment:

Canada Dry Bottling Co.  
Ford Motor Co.  
Kaiser-Frazer Corp.  
Aluminum Company of America  
Cadillac Motor Car Co.  
Kraft Foods Co.  
Grumman Aircraft  
Engineering Corp.  
Firestone Tire and Rubber Co.  
Anaconda Wire and Cable Co.

Colgate-Palmolive-Peet Co.  
Bendix Corp.  
Libbey-Owens-Ford Glass Co.  
U. S. Steel Corp.  
City of Boston, Mass.  
General Foods Co.  
Bethlehem Steel Corp.  
General Electric Co.  
Thompson Products, Inc.  
Maytag Co.

Oldsmobile Division, GMC  
International Business  
Machines, Inc.  
Minneapolis-Honeywell  
Regulator Co.  
New York Central Railroad  
Westinghouse Electric Corp.  
United States Lines  
Pratt and Whitney  
Aircraft Co.





The Baker line of industrial trucks is represented in 46 sales offices throughout the nation and in 35 foreign countries. Our sales representatives and the men on their staffs are truck specialists, factory-trained to be able to offer expert advice on the selection of all types of handling equipment—and specially trained to keep your trucks in top shape. Consult the yellow pages of your classified phone directory for the address of your nearest Baker distributor. Or write to the Baker factory.

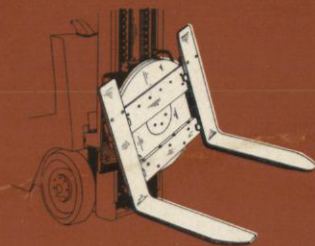


a complete line of industrial trucks and cranes

... an attachment for every special handling job



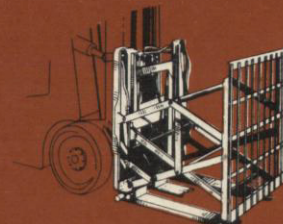
LIGHT CAPACITY FORK TRUCK



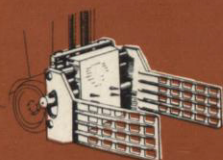
LOAD ROTATOR



INTERMEDIATE FORK TRUCK



HYDRAULIC PUSHER



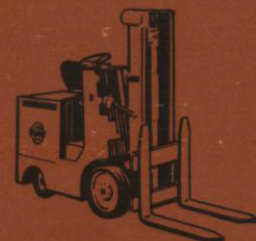
BALE CLAMP



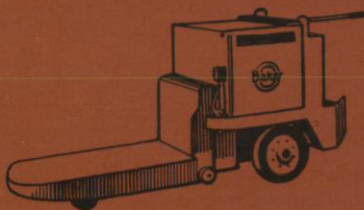
CRANE TRUCK



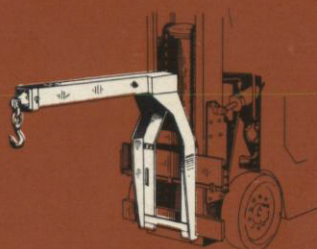
SHOVEL SCOOP



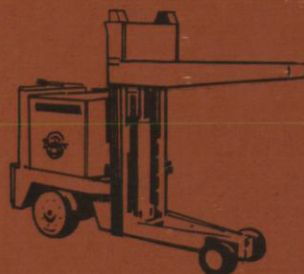
HEAVY-DUTY FORK TRUCK



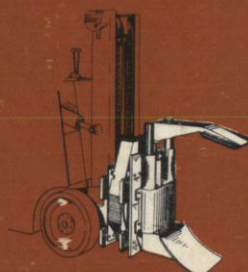
LOW-LIFT TRUCK



CRANE BOOM



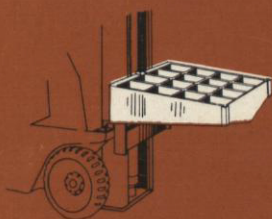
HY-LIFT TRUCK



PAPER ROLL CLAMP

*the* BAKER - RAULANG *Co.*

1250 West 80th Street, Cleveland, Ohio



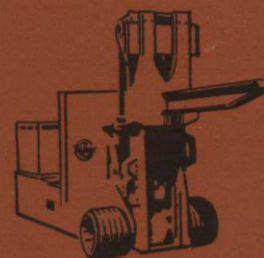
CYLINDER CARRIER



FREIGHT CARRIER



SCISSORS CLAMP



EXTRA DUTY TRUCK